IN THE CLAIMS:

Please amend the claims as follows:

1.   (Currently Amended) A web based system for marketing a product comprising:

a main computer device <u>having a product and shelf space availability system instantiated thereon</u>;

<u>one or more user stations in communication with the main computer device and having a web-based main menu interface for the product and shelf space availability system and providing a plurality of user accessible subsystems</u>;

a first subsystem comprising a <u>web-based menu</u> section [[for]] <u>providing</u> registration of suppliers of products and registration of information with respect to said products;

a second subsystem comprising a <u>web-based menu</u> section [[for]] <u>providing</u> registration of vendors with available shelf space to display said products and registration of information with respect to the available shelf space and associated fees;

a third subsystem comprising a <u>web-based menu</u> section [[for]] <u>operable to allow</u> said suppliers to ensure there is available shelf space <u>for purchase or rental</u> in a vendor premise and for suppliers and vendors to negotiate for selected, desired available shelf space, reserving the selected, desired available shelf space, and the supply and display of said products upon the selected, desired available shelf space and payment of said fees;

wherein said computer device is accessible by said suppliers and said vendors through internet connection means via the web and said subsystems are operably interconnected through the internet.

2.   (Cancelled)

3.   (Currently Amended) The system as claimed in claim 1, further comprising a fourth subsystem comprising a section [[for]] <u>operable to allow</u> direct sales of said products.

4.   (Previously Presented) The system as claimed in claim 1, wherein said system is maintained by a web provider.

5.   (Currently Amended) The system as claimed in claim 1, further comprising a fifth subsystem comprising a section [[for]] <u>operable to allow</u> viewing registered products.

6.   (Original) The system as claimed in claim 5, wherein said fifth subsystem permits the viewing of registered products by location and category.

7.　　(Currently Amended) The system as claimed in claim 1, wherein said first subsystem ~~includes~~ further comprises an account section [[for]] operable to allow maintaining account of products shipped, cost of shelf space, and sales information.

8.　　(Currently Amended) The system as claimed in claim 1, wherein said second subsystem ~~includes~~ further comprises an account section [[for]] operable to allow maintaining account of incoming products, inventory and sales, and payments.

9.　　(Currently Amended) The system as claimed in claim 1, wherein said first and second subsystems further ~~including~~ comprise messaging systems to permit vendors and suppliers to send messages to each other.

10.　　(Currently Amended) A ~~computer-readable storage medium storing a set of program instructions installed on and executed by a computer, the program instructions comprising a~~ method of marketing a product, comprising:

　　(a)　　accessing a main computer device having a product and shelf space availability system instantiated thereon;

　　(b)　　using an internet connection to input information to a database associated with the product and shelf space availability system on the main computer device and the access further comprising the following operational steps:

　　~~(a)~~ (c)　providing information on a product and a supplier of said product;

　　~~(b)~~ (d)　providing information on vendors with available shelf space to display said product, said information including information on available shelf space and cost of said shelf space;

　　~~(c)~~ (e)　negotiating with said vendors for selected, desired available shelf space for purchase or rent in a vendor premise, the supply and display of said product and payment for the display and sale of said products, and reserving the selected, desired available shelf space for the use of the supplier;

　　~~(d)~~ (f)　supplying said products to said vendors for display and sale;

　　~~(e)~~ (g)　accounting for the sale of said products by said vendors; and

　　~~(f)~~ (h)　providing supplier with a predetermined percentage of said sales.

11.   (Currently Amended) The ~~computer readable storage medium~~ <u>method</u> of claim 10, wherein the method of marketing a product is web based.

12.   (Currently Amended) The ~~computer readable storage medium~~ <u>method</u> of claim 10, the method of marketing a product further comprising:

provint for direct web based sales of said product.

providing for direct web based sales of said product.

13.   (Currently Amended) An internet based system for connecting an individual with a product available for sale to a store with space available to display that product and for marketing of said product, said system comprising:

a main computer device <u>having a product and shelf space availability system instantiated thereon</u>;

<u>a user station in communication with the main computer device and having a web-based main menu interface for the product and shelf space availability system and providing a plurality of user accessible subsystems</u>;

a first subsystem comprising [[a]] <u>an internet connected</u> section [[for]] <u>operable to allow</u> cataloguing specifications of products and identification with respect to product contact persons;

a second subsystem comprising [[a]] <u>an internet connected</u> section [[for]] <u>operable to allow</u> registration of vendors having available shelf space to display said products, including dimensions of shelf space available, fees, and vendor contact information;

a third subsystem comprising [[a]] <u>an internet connected</u> section [[for]] <u>operable to allow</u> suppliers to ensure there is available shelf space <u>for purchase or rent</u> in a vendor premise and comprising permitting the product contact persons to negotiate with said vendor for reserving selected, desired available shelf space, the supply and display of said products upon the selected, desired available shelf space, and payment of said fees required for the selected, desired available shelf space;

a fourth subsystem comprising [[a]] <u>internet connected</u> section [[for]] <u>operable to allow</u> direct purchase of said catalogued products;

wherein said computer device is accessible to said individuals and said vendors through internet connection means via the web and all said subsystems are operably connected together and available through the internet.

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14.   (Previously Presented) The internet based system of claim 13, wherein said system is maintained by a web provider.

15.   (Currently Amended) The internet based system of claim 13, further comprising a fifth subsystem comprising a section [[for]] operable to allow viewing of registered products by location and category.

16.   (Currently Amended) The system of claim 1, wherein said first subsystem ~~includes~~ further comprises a supplier registration section and a supplier account section.

17.   (Cancelled)

18.   (Currently Amended) The system of claim 16, wherein said supplier registration section of said first subsystem further comprises a first section [[for]] operable to allow supplier registration information, a second section [[for]] operable to allow rules of use, a third section which generates username and password information for said supplier.

19.   (Cancelled)

20.   (Currently Amended) The system of claim 16, wherein said supplier account section ~~includes~~ further comprises a product information section, outgoing product section, sales report section, product returns section, direct sales order section and a messaging section.

21.   (Cancelled)

22.   (Currently Amended) The system of claim 1, wherein said second subsystem ~~includes~~ comprises a vendor registration section and a vendor account section.

23.   (Currently Amended) The system of claim 22, wherein said vendor registration section ~~includes~~ comprises a first section [[for]] operable to allow vendor registration information, a second section [[for]] operable to allow rules of use and a third section which generates username and password information for said vendor.

24.   (Currently Amended) The system of claim 22, wherein said vendor account section ~~includes~~ comprises a services and fee section; incoming product section, inventory and sales section, return products section, payment section and a messaging section.